MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BCT1024 – CRITICAL THINKING AND APPLICATIONS IN MANAGEMENT

(All groups)

22 OCTOBER 2018
9.00 – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **TWO** parts and **9** pages (*excluding* this cover page).

2. Please answer ALL questions. Write down your answers (including the MCQ answers in the Answer Booklet)
   - **Part A:** Multiple Choice Questions (30 marks)
   - **Part B:** Structured Questions (70 marks)

3. For Part A, shade your answers in the OMR sheet provided.

4. For Part B, write your answers in the answer booklet provided.

PART A: Multiple Choice Questions (30 marks)

1. Which of the following is referring to open-minded, impartial and free from biases?

   A. Relevant
   B. Breadth
   C. Depth
   D. Fairness

2. The following questions are asking for _____.

   - Is that true?
   - How could we check that?
   - How could we find out if that is true?

   A. clarity
   B. accuracy
   C. precision
   D. logic

3. While researching for her term paper, Betty is critically evaluating the quality of internet resources she came across. Betty is asking the following question: *Who sponsors the page and what is the sponsor's purpose in maintaining the page?* Which criteria is Betty employing to evaluate the internet resource?

   A. Validity
   B. Authority
   C. Clarity
   D. Objectivity

4. All previously observed polar bears have weighed less than 1500 pounds. Therefore, all polar bears probably weigh less than 1500 pounds. This is a/an _____

   A. argument from analogy
   B. inductive generalization
   C. predictive argument
   D. hypothetical syllogism

Continued...

5. There can be no defence of eating flesh in terms of satisfying nutritional needs, since it has been established beyond doubt that we could satisfy our need for protein and other essential nutrients far more efficiently with a diet that replaced animal flesh by soy beans, or products derived from soy beans, and other high-protein vegetable products. (Peter Singer, *Animal Liberation*)

   The above passage is a/an: _____

   A. non-argument; it is an explanation.
   B. non-argument; it is a description.
   C. argument; conclusion: It has been established beyond doubt that we could satisfy our need for protein and other essential nutrients far more efficiently with a diet that replaced animal flesh by soy beans, or products derived from soy beans, and other high-protein vegetable products.
   D. argument; conclusion: There can be no defense of eating flesh in terms of satisfying nutritional needs.

6. In the following argument, figure out the implicit premise or the implicit conclusion.

   Mimi told her mother that if her mother did not apologize, she would leave and never come home again. Mimi's mother never apologized

   A. Implicit Conclusion: Therefore, Mimi left home and never came back again.
   B. Implicit Conclusion: Therefore, Mimi did not leave home.
   C. Implicit premise: Mimi apologized.
   D. Implicit premise: Mimi does not want her mother to apologize.

7. Half of the employees of ABC Publications are given monthly bonuses of $500. Robert is an associate editor of ABC Publications. I bet Robert will be given a monthly bonus of $500.

   The above argument is _____ because the conclusion follows _____ from the premises.

   A. Valid; probably
   B. Valid; necessarily
   C. Invalid; probably
   D. Invalid; necessarily

Continued...

8. All birds can fly. Penguins are birds. So, penguins can fly.
   This argument is _____

   A. deductive, valid
   B. deductive, invalid
   C. inductive, strong
   D. inductive, weak

9. Megan is the owner of a small business employing 50 workers. She is trying to come up with ideas on how she can get the employees to reduce company's expenditure and thus cut cost for the company.

   Megan poses the question "Let's imagine I am my grandmother, who was a schoolteacher and who raised 8 children after grandfather died early. I wonder what grandma would do to cut expenses if she owns this company." Megan is then able to come up with ideas to cut company expenses by imagining the actions her grandmother would take.

   What creative thinking technique has Megan used to generate new ideas?

   A. White hat thinking
   B. Shifting perspective
   C. Reverse the problem
   D. Free association

10. _____ of a statement will create difficulty for people to grasp the ideas because the meanings of the words cannot be determined.

    A. Over-generality
    B. Vagueness
    C. Imprecision
    D. Imperfection

11. When we choose a word that makes some concept, place or object sound better than it is, the word that we choose is known as _____.

    A. euphemism
    B. dysphemism
    C. subjectivity
    D. objectivity

Continued...

12. Why are there laws of gravity? Because, Einstein revealed, large masses distort space-time, causing objects to move along geodesic paths. (Martin Gardner, "Science and the Unknowable")

    Please indicate whether the passage is an argument, a report, an unsupported assertion, or an explanation.

    A. Argument
    B. Explanation
    C. Report
    D. Unsupported assertion

13. The argument "If Ali is a billionaire, then he's rich. Ali is rich. So, he is a billionaire" is _____.

    A. deductive; valid and good
    B. deductive; invalid and bad
    C. inductive; strong
    D. inductive; weak

14. The argument "In a recent Gallup poll, 72 percent of Americans said they favored the death penalty. Therefore, approximately 72 percent of Americans do favor the death penalty" is _____

    A. valid, good
    B. invalid, bad
    C. invalid, strong
    D. invalid, weak

15. The argument "Some cats meow. Mimi is a cat. Therefore, Mimi meows" is _____

    A. valid, good
    B. invalid, bad
    C. invalid, strong
    D. invalid, weak

Continued...

PART B: STRUCTURED QUESTIONS (70 marks)

Q1: MEDIA – ANALYZING ADVERTISEMENTS (10 marks)

Identify the ploys/gimmicks that had been used in the following advertisements.

a) Listerine mouthwash ad: "Listerine fights bad breath."
Answer: _____

b) ABC car dealer ad, listing cars at remarkably low prices: "1/2 price sale.*" (In small print the ad notes, "*The price you see is half the price you pay.")
Answer: _____

c) Lands' End catalogue: "Lands' End Sport: Six pages dedicated to you VITALITY. BALANCE. SPIRIT."
Answer: _____

d) Airasia ad: "Now Everyone Can Fly."
Answer: _____

e) XYZ root beer commercial, featuring a hung-over nab who wakes up in a zoo cage with a chimpanzee eyeing and petting him affectionately: "Sometimes the best beer is a root beer."
Answer: _____

Q2: IDENTIFYING FALLACIES (10 marks)

Please **identify** the **types of fallacy** (e.g., False generalization - Hasty; Ad hominem – abusive, etc.) committed in the following passages.

a) Mr. Editor, I'm sure that you will not want to run a story in your paper about my arrest for drunk driving. The company I own spends thousands of dollars every year for advertisements in your paper. Think hard about that before you print the story about my misadventure. This is an example of a/an _____

b) Giving half your money to charity is either morally obligatory or morally prohibited. But giving half your money to charity is not morally prohibited. In fact, it would be highly praiseworthy. Therefore, giving half your money to charity is morally obligatory. This is an example of a/an _____

c) It rains a lot in San Diego during the summer. I know because I spent two weekends in San Diego last summer, and both times it rained like cats and dogs. This is an example of a/an _____

Continued...

d) On Monday I wore my favorite blue jeans, my homemade skunk-oil hair tonic, and was turned down by Angie for a date. On Tuesday I wore my favorite blue jeans, my homemade skunk-oil hair tonic, and was turned down by Hazel a date. On Friday I wore my favorite blue jeans, my homemade skunk-oil hair tonic, and was turned down by Iris for a date. I guess if I want a date, I'm going to have to stop wearing my favorite blue jeans. This is an example of a/an _____

e) Sandy Beach has argued for bilingual education. But who is Sandy Beach? Is she a trained educator? No, she's a high-school dropout who once served time for drug possession. Her argument, therefore, is worthless. This is an example of a/an _____

Q3: ARGUMENT COMPOSITION (20 marks)

Read the following news article and compose a sound argument.

Government to ban foreign cooks, only locals allowed to cook in restaurants

PETALING JAYA: The Human Resource Ministry wants all restaurants in the country to only recruit locals as cooks from July 1, says its Minister M. Kulasegaran.

He however said all operators would be given up to the end of the year to ensure only local cooks work in their restaurants.

He said a new regulation would only permit locals as cooks in all restaurants effective Jan 1, 2019.

"So we want locals to be employed as cooks. There will be no compromise ... we are giving you notice to do it by Dec 31. If you don't do it we can't help it," he told Bernama News Channel here on Thursday.

Earlier, Kulasegaran held a meeting with the Indian Restaurant Operators Association (Prisma) in Petaling Jaya.

He said the ministry would be holding more meetings with Prisma as well as the Indian Muslim Restaurant Operators Association (Presma) soon on the implementation of local cooks in restaurants.

Kulasegaran said the move would be able to reduce dependence of local restaurants on foreign labour and ensure the quality of local food.

He said the ministry would follow the footstep of the Penang state government in banning foreigners as cooks in food shops, restaurants as well as stalls around the island.

Since 2014, the Penang state government prohibited foreigners from working as cooks at hawker stalls in an effort to protect the national food heritage.

Commenting on the statement, Prisma president P. Muthusamy said the decision was

quite shocking and would have major implications to operators.

"In the past few years, we have been facing problems of manpower. In fact more than 500 restaurants had closed during the period due to the shortage of workers," he said.

Muthusamy said he hopes the ministry would hold further discussions with food shop operators nationwide before implementing the decision.

Presma president Ayub Khan said the problem of workers in restaurants was getting more serious as no locals want to work in restaurants.

"We advertised, offering a salary of up to RM2,500, but no one came. It is not easy to find local workers for restaurants," he said. – Bernama

(Source: Bernama. (2018). Government to ban foreign cooks. Retrieved from: https://www.thestar.com.my/news/nation/2018/06/22/govt-to-ban-foreign-cooks-only-locals-allowed-to-cook-in-restaurants/#i8A8tOor8gsMjtOj.99)

Question:

From **a customer's perspective**, what is your stand on banning foreign cooks to cook in restaurant? Present your opinion in an argumentative essay.
You should state:

1. (C)=ONE Conclusion (2 marks)
2. (P1)=Premise 1 (4 marks)
3. (SA)=ONE Supporting Argument (to support P1) (5 marks)
4. (P2)=Premise 2 (4 marks)
5. (ANEC)=ONE Anecdote (to support P2) (5 marks)

Q4: PROBLEM SOLVING (30 marks)

Instruction: Read the following news article and help to solve the problem.

Public awareness is important to reduce food wastage during Ramadan

By Julia Fiona and Hidayatul Akmal Ahmad - May 16, 2018

KUALA LUMPUR: Public awareness on food wastage in the month of Ramadan should be given high attention due to the daily increase in solid waste collection recorded almost every year during the fasting month.

Last year, Alam Flora recorded daily increases in total solid waste collection from 150 tonnes to 200 tonnes per day throughout the month of Ramadan.

The amount includes the collection throughout the concession areas under the service of Alam Flora which is in Kuala Lumpur, Putrajaya and Pahang.

Alam Flora chief executive officer Datuk Mohd Zain Hassan however said although the number of daily collection recorded had increased, but the overall total collection in the three concession areas recorded a decrease.

Mohd Zain however said overall solid waste collection shows a decreasing trend by the

17th day of Ramadan in 2017 dipping by 1,000 tonnes lower compared to 2016.

"We advise the people to save up some money when they purchase food and do not over-buy them.

"We advise Ramadan bazaar traders not to waste and donate unsold food to welfare homes or those in need.

"The amount of solid waste can be controlled if we replace it with reusable containers, so that we can reduce the usage of plastic bags and polystyrene packs," he told the New Straits Times Press.

On top of that, Persatuan Pengguna Islam Malaysia urged the citizens to practise meal planning during Ramadan to help curb the growing problem of food wastage in the country.

Its president Datuk Nadzim Johan said people in the country need to realise the real purpose of fasting and plan their meal on the holy month accordingly to avoid food wastage culture.

"We need to ensure the awareness about food wastage should be exposed to the family, every fasting family needs to be smart in controlling the portion of food intake for sahur (pre-dawn meal) and while breaking fast.

"Of course, we need to be more responsible of our food spending during Ramadan as food wastage seems to become a yearly culture, which is definitely a terrible situation.

"It's already clear in Islam that you should not waste and indulge too much in food, but this does not seem to get into the system and is still the practice of some Muslims as food wasting culture is still happening," he said.

Nadzim also said Jabatan Kemajuan Islam Malaysia (JAKIM) and Selangor Islamic Religious Department (JAIS) need to work together with PPIM to spread the awareness on food wastage from the school level.

"Ramadan is a month of discipline and is a very proper time to practise good deeds.

Perhaps, with the help and support from JAKIM and JAIS, the awareness could reach the people starting from the school level.

"We at PPIM have started to apply various initiatives to cope with food wasting issue for the past one month which included campaigns and talk sessions.

"As informed and educated citizens, it is important for all of us to also be responsible to take care of our own health and not to over-consume food during Ramadan," he added.

(Source: Fiona, J., & Ahmad, H. J. (2018). Public awareness is important to reduce food wastage during Ramadan. New Straits Times. Retrieved from https://www.nst.com.my/news/nation/2018/05/370105/public-awareness-important-reduce-food-wastage-during-ramadan)

Questions:

1. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (3 marks)

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2. Using the Kepner-Tregoe Analysis to identify **FIVE (5)** relevant questions that can assist you in analysing the problem. **Explain** how these questions help you to analyse the problem. (10 marks)

3. Using the SCAMPER technique, demonstrate how you generate **FOUR (4)** solutions the problem. (8 marks)

4. Decide which solution(s) should be implemented, explain the reasons. (9 marks)

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